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ABSTRACT

Teachers making the transition from the classroom to management can find many guides on management, but none on management in English language teaching (ELT) schools in the United Kingdom and elsewhere in the world. This book offers that guidance to new managers and administrators interested in running an effective teaching organization. Because of its limited scope, the book does not cover the management of cooperatives and cross-cultural and international differences in management style. Part 1 on organizations stresses that organizations are collections of people with characters and personal influences. Topics of chapters include organizations, staff selection, staff development, communication in schools, organizing resources and information, and managing curriculum development and innovation. Part 2 covers marketing and why customers choose one school over another. Included are chapters on marketing, the marketing mix, and developing and implementing the marketing plan. Part 3 examines the importance of planning in all elements of management. It includes chapters on financial records and statements, cash flow management and management accounting, and using financial information and budgets. (Contains 80 references.) (JPT)

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